

• 11 (1) a transmitter station

(2) a receiver station; and

(2) a receiver station; and

(3) a remote data collection station;

14 said method comprising the steps of:

15 preparing a product, with presenting said product comprising delivering a  
16 physical element and outputting a programming datum;

17 outputting mass medium programming at said delivery station, said mass  
18 medium programming comprising an offer of said product;

19 inputting a command, said command comprising one of;

20 (1) a subscriber reaction to said programming; and

21 (2) a computer input; and

22 transmitting an order from said delivery station;

transmitting to said delivery station instructions for presenting said product;